

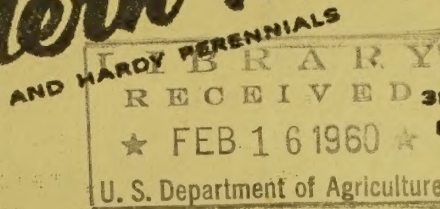
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Spring 1960

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FLEMING'S FLOWER FIELDS

GROWERS AND HYBRIDIZERS

*wholesale list***Modern Mums**3100 LEIGHTON STREET
LINCOLN 3, NEBRASKA**SPRING TRADE LIST FOR 1960**

Dear Friends ,

We take great pleasure in presenting our newest list of Modern Mums and other choice hardy perennials for your consideration .

Through extensive field trials of many varieties of mums and other perennials in our own fields and very enjoyable visits to leading nurseries each season we try to find the best varieties for our lists .

From our own hybridizing and test program we are introducing two new cushion mums : "Gold Pillow , a yellow anemone flowered cushion , and " Maple Mantle " , a cushion in a blend of fall colors: bronze, apricot , and copper.

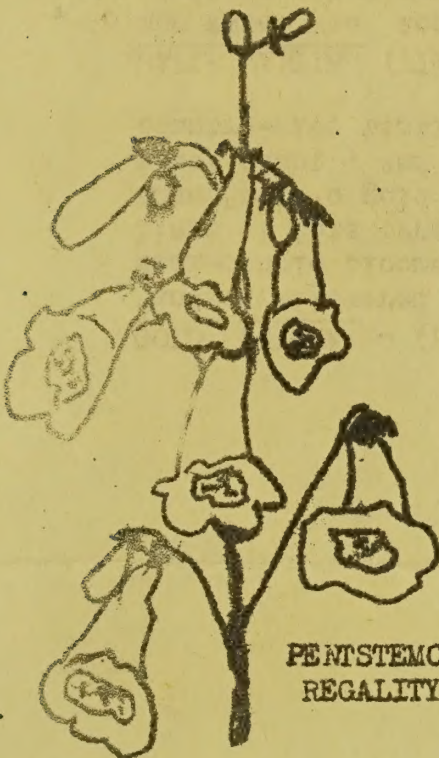
Our two other introductions in mums this year, "Purple Dome " and New Firebird " are fine for cutting .

We will have mums and other perennials available both as heavily rooted cuttings and strong 2 1/4 " Vita- Band plants . A list of banded plants and field plants will be mailed by mid January .

Visitors are cordially welcome at our flower fields especially in spring through fall season .

Sincerely ,

The Flemings

PENTSTEMON
REGALITY

New Modern Cushion Mums

Per 10 Per 100

GOLD PILLOW - (Fleming's Flower Fields) The second of our new series of "anemone-flowered " cushion mums . Symmetrical 15" mounds loaded with yellow semi-double blooms with darker yellow crested "anemone" centers. The earliest of this type of hardy mum we know of , blooming 2-3 weeks earlier than "pot 'o gold " . It was well received by local florists when grown as a pot plant , and was adjudged to be good by cooperating growers in our country-wide testing program . Strong Rooted Cuttings \$1.65 \$14.00

MAPLE MANTLE (Fleming's Flower Fields) A superb early blooming cushion mum which was acclaimed both by our visitors and by the growers who tested it in other portions of the country . The perfectly formed mounds 12" high and 30# across , are covered with 2½-3" fully double blooms . The color is a glistening blend of bronze , copper and apricot hues . Blooms from mid Spet. onward . Quantity Limited .

Strong Rooted Cuttings \$1.75 \$15.00

Double Decoratives

NEW FIREBIRD (Fleming's Flower Fields) A bit taller growing improved form of one of our 1956 varieties , "Fleming's Firebird " . Sturdy upright plants 24-28" high and 24" across bear 3-4" fully double blooms of deep crimson red . Reverse side of flowers is a lighter fire red . Flowers hold their color well for weeks . A fine source of cut flowers for mid season .

Strong Rooted Cuttings \$1.65 \$15.00

PURPLE DOME (Fleming's Flower Fields) Husky , upright , semi-cushion plants 18-22" high and 18-24" across with myriads of fully double 3" amaranth - purple flowers . An excellent garden subject and a fine cut flower sort . It resembles the All American variety "Flair " in form but the flowers are of an appreciably deeper hue. Mid- season .

Strong Rooted Cuttings \$1.65 \$15.00

HARDY ASTERS

A splendid group of perennials which is becoming increasingly popular. They provide a welcome spot of color in late summer and fall (before the early mums and continuing well into the mum season.)

	Heavy Rooted Cuttings Per 10	Per 100
<u>CLARITY</u> The finest hardy white aster. Semi-double 2" flowers carried on 24-30" upright plants from early Sept. on.	\$1.00	\$8.50
<u>EVENTIDE</u> - This one continues to be one of the best dark blue violet hardy asters. Heavy clusters of semi-double flowers on upright 24-30" plants. A popular seller when seen in bloom in the fall.	.85	7.00
<u>MELBOURNE EARLY RED</u> (NEW) A bit earlier blooming than most hardy asters. This newcomer from England is covered with current red blooms on sturdy 15-18" plants. Blooms are a bit larger than those on aster Winston Churchill.	1.20	10.00
DWARF CUSHION TYPE HARDY ASTERS		
<u>BONNY BLUE</u> (Breithaupt 1957) A fine new dwarf aster in a medium shade of wisteria blue. Sturdy low mounds 8-10" high and 10-15" across are covered with blooms from late August on. Excellent for rock gardens and low borders.	1.20	12.00
<u>OREGON SNOWBANK</u> - Compact mounds 8-12" high and up to 15" across are covered with sparkling white blooms.	.85	7.00
<u>PINK BOUQUET</u> (MARX 1956) Masses of soft pink flowers on compact bushy 12-15" plants.	1.00	8.50
<u>ROMANY</u> (Marx 1958) An outstanding new favorite with our visitors. A flowing rich carpet of royal purple flowers cover plants 6-10" high and 10-15" across. Another ideal rock garden subject.	1.40	12.00
<u>WHITE FAIRY</u> - Starry flowers of white - tinged blush pink on mounds 12" high.	1.00	8.50

GENERAL PERENNIALS

<u>ANCHUSA ROYAL BLUE</u> (New) A much improved form with rich purplish blue flowers of double the size of the "Dropmore" variety on sturdy 3 ft. plants. One of the most striking new border perennials.	1.50	13.50
<u>Buddleia Charming</u> - The pinkest of the "butterfly bushes". Long sprays of lovely lavender pink flowers.	.85	7.00
<u>BUDDLEIA FLORALART</u> - Large spikes of orchid lavender blooms. One of the best "butterfly bushes" - A fine source of summer cut flowers, colorful in the borders.	1.00	8.50
<u>CARYOPTERIS AZURE</u> - (NEW 1959 U.S.D.A.) An attractive, dwarfer & bushier, form of the Blue Mist Spirea with deeper blue flowers. Plants grow only 24" high.	1.15	9.00
<u>CARYOPTERIS DARK KNIGHT</u> - (NEW 1959) The darkest blue form of "Blue Spirea". Plants are slightly lower than the popular variety "Blue Mist."	1.40	12.00
<u>GAILLARDIA THE WARRIOR</u> - Large brilliant daisies of ruby-red overlaid with mahogany.	1.00	8.50
<u>HELENIUM COPPER SPRAY</u> (Kupfersprudel) (NEW) One of the brightest hued late summer and early fall flowering perennials. Bushy 3-4' plants covered with 1½" daisy-like red bronze flowers with copper reverse.	1.30	11.00
<u>Lythrum Robert</u> - Compact bushy 18" plants with spikes of bright fuchsia rose-red flowers.	.85	7.00
<u>LAVENDULA HIDCOTE BLUE</u> - A very choice dwarf growing variety of Lavendar. Deep purple-blue flowers. Fragrant silver-gray foliage.	1.20	10.00
<u>MONARDA ADAM</u> (New) The best red bergamont, more free flowering & larger flowered than Cambridge Scarlet.	1.20	10.00
<u>OENOTHERA ROSEA</u> Saucer-like 2" soft pink flowers 6-12" stems which arise in profusion from compact foliage rosettes.	.85	7.00
<u>Pentstemon Indian Jewels</u> (Flathead lake hybrids) A new race of hybrid Pentstemons. Large spikes of tubular flowers in a wide range of colors, including shades of pink, red, violet, and purple. Blooms from June until fall.	1.20	10.00
<u>PENTSTEMON REGALITY</u> (Fleming, 1956) Heavy spikes of large rich reddish-purple flowers on stiff, upright plants. Blooms are produced continually from June until fall. It is not as hardy as Indian Jewels in northern states, hence special winter protection is necessary.	1.00	8.50

GENERAL PERENNIALS

	Rooted Cuttings	
	Per 10	Per 100
<u>PHLOX SUBULATA INTENSITY</u> (New Bristol Nurseries) A striking newcomer. Evergreen foliage mounds are loaded with bright cerise flowers during the early spring.	\$1.00	\$8.50
<u>PHLOX SUBULATA SCARLET FLAME</u> - (NEW) The reddest of the creeping phlox to date. Mounds of rich ruby scarlet flowers.	1.00	8.50
<u>RUTA BLUE MOUND</u> - One of the most attractive foliage plants we have seen. Perfectly formed 18" mounds of rich gray blue-green foliage.	1.20	10.00
<u>SANTOLINA INCANA</u> - An excellent edging plant. Silvery grey hedge-like plants 12-15" high.	1.00	8.50
<u>SANTOLINA VERIDIS</u> - Similar to above except that the foliage is a vivid dark green color.	1.00	8.50
<u>SEDUM MAXIMUM ATROPURPUREUM</u> - The mahogany plant - so named because of its foliage which is mahogany red overcast with bronze-purple tones. Its attractive large heads of creamy rose flowers are fine for use in flower arrangements.	1.05	9.00

CARNATIONS AND PINKS

VERY few hardy perennials have enjoyed the popularity of Dianthus. These selected varieties are real sales builders. Quantities of those marked with an asterisk (*) are in short supply this year. PLACE YOUR ORDERS FOR THEM EARLY.

	ROOTED CUTTINGS	
	Per 10	Per 100
<u>APPLE BLOSSOM</u> - A new border pink which produces large quantities of large fully double blossoms of soft apple-blossom pink - which are delightfully fragrant.	1.20	10.00
<u>EVANGELINE</u> - Large soft persian rose flowers - perfectly formed fully double.	1.00	8.50
<u>JUNE CARMINE</u> - Bright carmine-pink carnation like flowers on 12" plants.	.90	8.00
<u>MOON MIST</u> - The best white garden "carnation" - Large fully double fragrant flowers.	1.00	8.50
<u>MRS. DINA WELLER</u> - Attractive low mounds covered with large single pink flowers with red eyes.	.85	7.00
<u>OLD SPICE</u> - One of the most hardy pinks. Large rich salmon pink like that of the popular greenhouse carnation Laddie. Habit of growth is neat and cushion-like. Flower stems are about 12" tall.	1.20	10.00
<u>PINKETTE</u> (Fleming 1958) - Three inch mounds of blue-green foliage with myriads of 1-1½" soft pink flowers with rose center on two inch stems. Petals are broad & waved - very free flowering over a long period.	1.40	12.00
<u>Shadow Valley</u> - A new ever-blooming red carnation developed in Canada by the famous horticulturalist, Dr. F. L. Skinner. Double bright red blooms in sprays on stiff 10-12" stems.	1.00	8.50

CUSHION MUMS

For autumn color this class of mums are unsurpassed. When planted near the highway they are real traffic-stoppers.

	Heavy rooted cuttings	
	Per 10	per 100
<u>APRICOT GLOW</u> (Bristol) Bushy 12-15" plants covered with double apricot-bronze flowers from mid-September onward.	.85	\$7.00
<u>COPPER 'N' GOLD</u> (Donaldson-Fleming) Attractive close-knit mounds 10-12" high and up to 30" across are completely covered with bright golden yellow flowers with coppery bronze centers.	1.00	8.50
<u>FUCHSIA FAIRY</u> (Herr) Cute 12-15" mounds covered with 1" blooms of a sparkling fuchsia shade. One of the most frost and freeze tolerant mums we know of.	.85	7.00
<u>GOLDEN FANTASY</u> (Uni. of Minn.) An exciting addition to the "Carnation-flowered" group of garden mums. Tubular petals are three-pronged and forked at the ends. A completely different bright gold toned mum.	1.00	8.50
<u>LOVELY LASS</u> (Fleming) Symmetrical 12-15" bushy plants covered with fully double orchid lavender flowers. A lovely soft shade in the cushion group which blends well.	1.00	8.50
<u>MINNPINK</u> (Uni. of Minn.) A welcome newcomer to the "King-size" cushion mum group. 15-18" high and up to 36" across. Hundreds of truly pink double flowers completely hide the foliage from mid-Sept. onward. Truly the best pink cushion.	1.00	8.50
<u>MOUND OF SNOW</u> (Fleming) Symmetrical mounds 12" high and up to 24" across are smothered with white flowers. A good early bloomer.	1.00	8.50
<u>NEW GOLD NUGGET</u> (Fleming) Mounds 12-15" high and up to 30" across are covered with bright lemon yellow flowers. Flowers resemble Japanese Anemones somewhat in form. Blooms from Oct. 1st on. Very hardy.	1.00	8.50
<u>ORANGE 'N' GOLD</u> (Fleming, 1958) Another of our truly cushion mums. Neat 12-15" mounds of double flowers from Sept. 25th on. Reverse side of the petals are bright orange while the upper sides are bright gold - thus giving the flowers a two-toned effect.	1.20	10.00
<u>PINK SPOON CUSHION</u> (Fleming, 1958) Large soft pleasing pure pink flowers with multiple rows of spoon type petals are massed atop 12-15" high bushy plants. A new cushion mum which has become very popular. A large commercial grower described it as "very exciting". Mid-season.	1.00	8.00
<u>ROUGE CUSHION</u> (Lehman) A very popular red cushion. Intense red flowers showing bright yellow centers when mature. Mid-season.	.85	7.00
<u>RUBESCENT CUSHION</u> (Fleming, 1959) A new ruby red carnation-flowered cushion. This is truly a cushion mum with dense, compact plants 10-12" high and up to 30" across. These compact plants are smothered with hundreds of double lively red flowers from October 1st on. Supply very limited this year.	1.50	12.00
<u>SOME PUMPKINS!!</u> (Fleming, 1959) A distinctive early blooming newcomer in the cushion class. Sturdy, bushy plants 12" high and 30" across with dark attractive foliage are topped with myriads of sparkling golden-pumpkin orange flowers. These bright hued 2-3" semi-double blooms have the interesting property of incurving into a ball, thus resembling a "football" mum in miniature.	1.20	10.00
<u>TINY RUBIES</u> (Fleming) Hundreds of stiff textured glowing ruby red daisies 1-1½" across with glistening gold centers completely cover the globular plants (10-12" high and up to 30" across). Flowers are reminiscent of Cinerarias in appearance. An excellent sort for potting or for edging. Mid-season.	1.10	9.00
<u>VIV CUSHION</u> (1958) A vivid brick red cushion. The outstanding feature of this variety is the vivid color which lasts and lasts without fading. Fully double Cactus-like flowers cover mounds 12" high and 20" across. Mid-season.	1.00	8.50
<u>TWINKLE</u> (Dunham) A neat mound 15" high covered with double Cyclamen-purple flowers. A fine addition to the cushion class which blends well with other colors.	1.00	8.50
<u>WHIMSICAL CUSHION</u> (Fleming) Perfectly formed 10-12" mounds are covered with most unusual flowers. The blooms are fully double with petals which are tubular in form with small spoon tips. The color is also very unusual, being a buff yellow overlaid with light rust red. Mid-season.	1.10	9.00

GENERAL DECORATIVE MUMS

	ROOTED CUTTINGS	PER 10	PER 100
<u>ABUNDANCE</u> (Bristol 1958) - Close knit mound of bloom 22" high - Flowers 3-3½" fully double of blend of amber- walnut light bronze - light butterscotch. Blooms Sept. 20th.		\$1.00	\$9.00
<u>AK-SAR-BEN</u> (Uni. of Nebr.) - First of a new and unique series of early blooming quills & spiders for the garden. Fully double stiff textured quill flowers 3½-5" across are borne singly or in loose clusters on strong stiff stems - Strong 30" plants bear blooms from late August until killing freezes.		1.40	12.00
<u>AMETHYSTINE</u> (Fleming 1956) - Bushy 24" plants with attractive dark green foliage are covered with fully double 2½-3½" bright rosy-purple flowers. Flowers have an iridescent sheen on cloudy days.		1.00	8.50
<u>Candleglow</u> (Lehman 1959) - Tall - 30" upright plants bearing an abundance of creamy white pompoms - Fine stems for cutting - Sept. 28th.		1.20	10.00
<u>CARNIVAL</u> (Bristol) - Strong plants 26" high - bearing an abundance of cut flowers - Flowers 3-4" across - fully double of a gleaming burnt orange.		.85	7.00
<u>CHIQUITA</u> - One of the finest yellow buttons for cutting. Attractive bushy 22" plants loaded with bloom in late Sept.		.85	7.00
<u>DANDY</u> (Lehman 1959) - A profusion of 3" coppery bronze fully double blooms. Stiff textured flowers incurve to resemble a miniature football mum. A dandy source of cut flowers. Strong plants 25" high - mid Sept.		1.40	12.00
<u>EARLY KATHLEEN</u> (Lehman) The coppery bronze fully double flowers are identical to Kathleen Lehman but are larger and two to three weeks earlier to bloom. Fine source for cut flowers.		.85	7.00
<u>EVELYN GARREN</u> - A fine large flowered fully double 3-4½" bloom of bright rosy lavender on strong upright 28" plants. Blooms early Oct.		1.20	10.00
<u>HILITE</u> - Strong plants bear on strong stems individually - Dome shaped - dahlia like blooms of bright yellow are fine for arrangements as well as in the border - Sept. 25th.		1.20	10.00
<u>INDIAN RED</u> (Lehman) - Large Indian rust red flowers whose petals are uniquely swirled at the center - A favorite "sight seller" in the fall.		1.00	8.50
<u>JESSAMINE WILLIAMS</u> - (Kraus) - A beautiful white hardy quill spoon. A fine novel free flowering plant - excellent for potting.		1.00	8.50
<u>JOHN FURST</u> (Kraus) A typical fall color - strong upright plants with an abundance of bright fully double glistening orange flowers for cutting - very frost tolerant.		1.00	8.50
<u>KING'S RANSOM</u> - (Bristol) - Strong columnar plants 28-32" high which branch at the base for an abundance of cut flowers. Attractive hedge-like plants are topped with shining old gold incurving 3-4" flowers - Mid season.		1.20	10.00
<u>LADY FAIR</u> (Bristol) (1958) - A new tantalizing recurved beauty. Deep lavender buds swell into entrancing 3-4" blooms of gently tousled cactus form. Plants 2½ ft. tall and 24-30" across - produce loads of cut flowers. Oct. 1st.		1.20	10.00
<u>LUSTROUS</u> (Fleming 1959) - Graceful bushy plants 15-18" high - 28" across are covered with 1½" solid ball-like poms of an unusual shade of red. A pastel shade of crushed strawberries with rose overtones. Very frost tolerant - Oct. 1st.		1.30	12.00
<u>MIKADO</u> - (Bristol) - Large 4" cactus type flowers of velvet turkish red. Outer petals are recurved rich red - while the incurved center is golden. Strong upright 2½ ft. plants bloom late Sept. on.		1.40	12.00
<u>NEW DRIFTED SNOW</u> (Lehman 1958) A much improved form of Drifted Snow - Like a drift of snow wide fully double 3" pure white flowers cover bushy plants 15-20" high - Blooms for 2 months		.90	8.00
<u>Plainsman</u> - (Uni. of Nebr.) Another unique carnation-flowered mum. Beautiful reddish bronze stiff textured 2½-3" blooms with notched petals - very frost tolerant flowers - mid Sept.		.90	8.00
<u>PRAIRIE MOON</u> (Uni. of MINN. 1959) - A new early blooming large flowered sort. Lovely creamy white double blooms up to 4" across are freely produced on 24"-30" plants - Flowers don't "pink up" on cool nights. Mid-Sept.		1.10	10.00

GENERAL DECORATIVE MUMS

Rooted Cuttings
Per 10 Per 100

<u>PRAIRIE SUNSHINE</u> (Uni. of Nebr.) - Large fully double flowers 3-4" across of a bright yellow are borne singly on 9-14" stems. Strong dark foliated plants bloom from early August till hard frosts. A dependable mum even in difficult seasons when mums are late blooming.	.90	8.50
<u>PRINCESS KAY</u> - (Lehman 1958) - Lovely fully double, heavy textured flowers of pure Alabaster - white with no yellow centers - Heavy clusters of flowers on strong stems - a fine cut flower sort - Late Sept.	.95	8.50
<u>PURPLE WATERS</u> (Lehman) An avalanche of rich deep purple 3-4" flowers from early season on. One of the best early purple fully double garden mums - Blooms from mid Sept. on.	.85	7.00
<u>RAGGEDY ANN</u> - Interesting snow-white split petaled or carnation flowered variety - King sized cushion plants 16-20" high & up to 36" across are covered with bloom for two months.	1.00	9.00
<u>RUTH SCOTT</u> (Kraus) - A large incurved beauty in golden bronze - of good color and texture. This 4½" flower is borne on 24" high plants.	1.00	9.00
<u>TONKA</u> (Uni. of Minn.) Fully double deep yellow flowers 3½" across appear on plants 20" high & up to 30" across - from early Sept. on - An ideal cut flower for early fall.	1.40	12.00
<u>WHITE CLOUD</u> (Uni. of Nebr.) - Acclaimed by mum fanciers across the country as the best early white cut flower garden mum. Fully double 3-5" pure white flowers with creamy centers. Blooms from early Sept. on.	.75	6.00
<u>WHITE SAILS</u> (Lehman) - Very heavy textured flowers of white with slight cream center - Vigorous grower - Excellent cut flower for mid season.	1.00	8.50

Mum cuttings ready February 15th to June 1st.
Hardy Asters and other perennials ready March 1st to June 1st.

35 m.m. COLORED SLIDES

Nurserymen and florists are often asked by local Garden Clubs to provide programs. Such appearances are excellent sales and good will builders and should be made if at all possible. The most popular program is one which includes colored slides or movies. We have a number of sets of colored slides of Mums and other perennials which we have been loaning to garden clubs for several years. We now have enough sets so that we can offer them to fellow nurserymen for use at club meetings on a limited scale. The only cost to you is the postage. Please make requests well in advance of desired showing date in order to avoid disappointment.

	Heavy Rooted Cuttings	Per 10	Per 100
<u>VERONICA ICICLE</u> - (Bristol) The best glistening white we know of in veronicas. Sturdy, graceful plants with glossy foliage bear an abundance of spikes of pure white flowers 15-18" high from mid-June up into fall.		.85	\$7.00
<u>VERONICA PINK SPIRE</u> - (new-Bristol) The best tall pink veronica. Long spikes of lovely pink flowers with red anthers -blooming in late summer months. Attractive grey green foliage.		1.40	12.00
<u>TEUCRIUM CHAMAEDRYS</u> - Excellent perennial material for use as a glossy green formal or informal hedge 8-12" high. A dense growing plant with waxy deep green foliage on myriads of stems which allow it to be trimmed into a formal hedge if desired. A fine plant for low hedging around perennial borders in areas with weather too rough for boxwood.		1.10	9.00

Special Money-Saving Offer on

MODERN FAVORITES

CUSHION COLLECTION # 1. 25 each of the following cushion mums : Copper 'n' Gold, Lovely Lass, New Gold Nugget, and Pink Spoon Cushion. R.C.
An \$8.40 value for \$7.25

CUSHION MUM COLLECTION #2. 25 each rooted cuttings of : Minnpink, Golden Fantasy, Orange 'n' Gold and Tiny Rubies.
An \$8.88 Value for \$7.75

HARDY ASTER -CUSHION MUM COLLECTION # 3. 25 each rooted cuttings of : mum New Gold Nugget, mum Pink Spoon Cushion, mum Rouge Cushion, aster White Fairy, and aster Bonny Blue.
A \$11.00 value for \$9.50

MUM COLLECTION # 4. A collection of fine cut flower varieties. 25 rooted cuttings each of the following : Early Kathleen, Evelyn Garren, Prairie Moon, Prairie Sunshine, and Purple Waters.
A \$9.82 value for \$8.75

Don't wait another year to have

BULK RATE

Modern Mums....



FLEMING'S FLOWER FIELDS
 3100 LEIGHTON AVENUE
 LINCOLN 3, NEBRASKA